

ARMY ENVIRONMENTAL PUBLIC AFFAIRS

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Why Should PAOs Care about Environmental Issues?

- ◆ Increased development outside Army installations
- ◆ Increased environmental regulations
- ◆ Need for external partners & volunteers
- ◆ Environmentally aware force
- ◆ Environmentally aware public

Increased Development Outside the Fence

Where military has the largest presence,
population has grown at the fastest rate

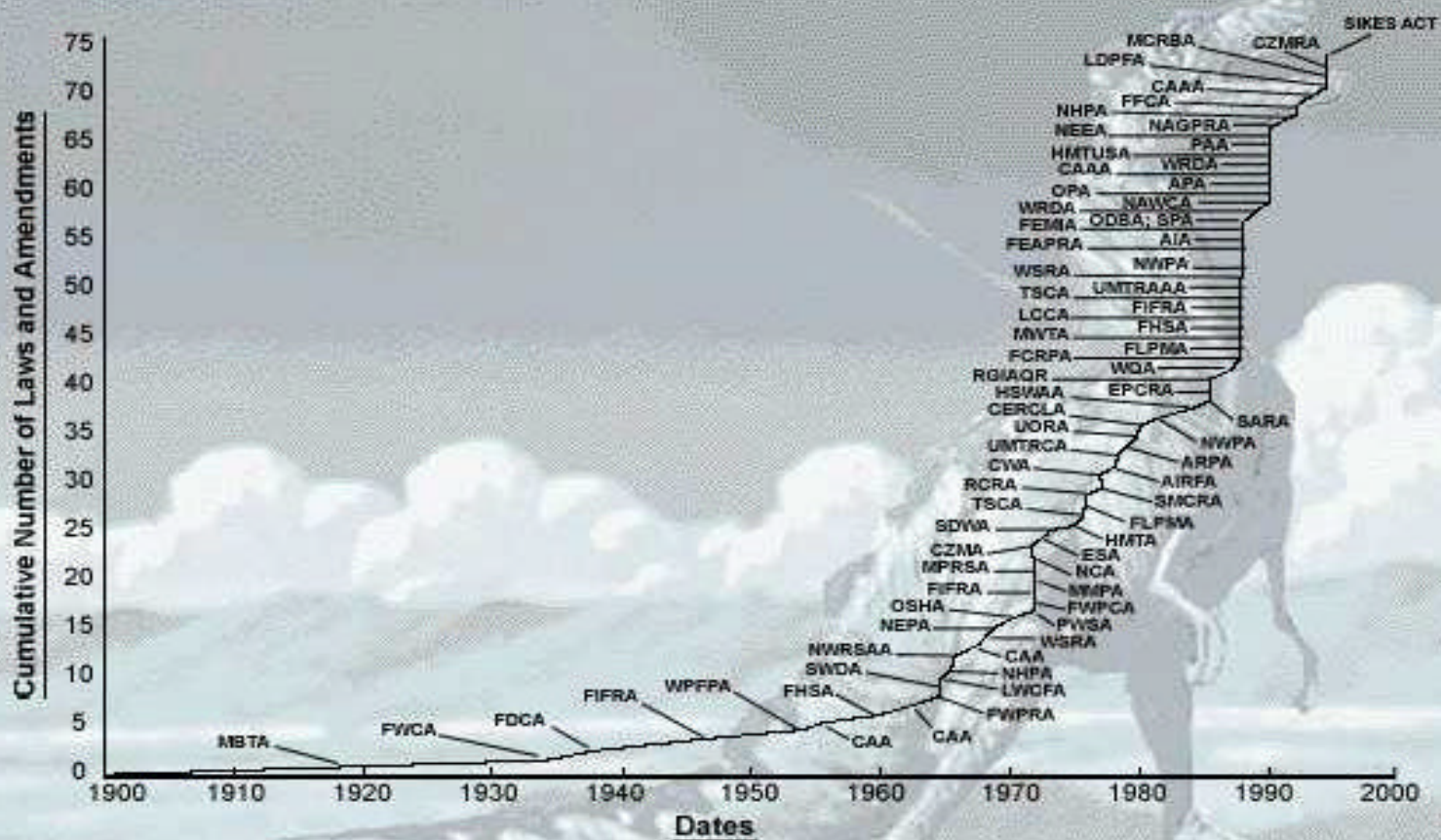
- ◆ Southeast (Ft. Bragg, Ft. Benning) -
increased 18% (1980-90)
- ◆ West (Ft. Irwin, Ft. Carson, Ft. Lewis, Ft.
Bliss) - increased 20% (1980-90)

Increased Development Outside the Fence

- ◆ DoD is fifth largest federal land holder (largest w/o a primary environmental mission)
- ◆ Land holdings in wide variety of physical settings
- ◆ DoD has more threatened and endangered species per land unit than any other federal land holder
- ◆ Live fire exercises can enhance regeneration & growth in some ecosystems

*ARMY INSTALLATIONS =
VIRTUAL ECOLOGICAL ISLANDS*

Federal Environmental Legislation



Environmental Regulations Requiring Public Input -- A few examples

- ◆ National Environmental Policy Act
- ◆ Superfund Laws Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA) /Superfund Amendment & Reauthorization Act (SARA)
- ◆ Resource Conservation and Recovery Act (RCRA)
- ◆ Emergency Planning and Community Right-to-Know Act
- ◆ National Historic Preservation Act
- ◆ Native American Graves Repatriation Act

Today's Soldier is Environmentally Aware

"We have been in Kosovo for four months and some of our soldiers are just now getting out of the mud. Their tents leak ... they have to walk a half a Km and stand in line for a shower, the field kitchens only produce 150 hot meals per hour [for 5,000 troops] and the place looks like a scene out of Apocalypse Now with all the helicopters and dust around and they STILL recycle their cans and plastic bottles. 'Somebody' has trained them pretty well!"

Today's Public is More Environmentally Aware

- ◆ Each generation is more environmentally aware/more educated on issues
- ◆ Environment remains a high concern
- ◆ Media is responding to this information need - still needs help with technical info

Environmental Communication Requires a New Way of Thinking

- ◆ Command information
- ◆ Public information
- ◆ Community relations
- ◆ **PUBLIC INVOLVEMENT**

Installation Environmental Office is Your Critical Link

STRENGTHS

- ◆ Highly committed to their jobs
- ◆ Tops in their field
- ◆ Well-connected in the community
- ◆ Recognize the need for publicity

CHALLENGES

- ◆ Talk too technical
- ◆ Don't understand news hooks
- ◆ Don't know how to make you part of the plan
- ◆ Unclear structure

Your Best Bet to Working with Environmental Offices

- ◆ Get out where they are
- ◆ Demonstrate your commitment to accuracy
- ◆ Learn to speak their language
- ◆ Consult on edits
- ◆ Explain your reasoning
- ◆ Show your interest

Key Environmental Messages

- ◆ “It’s all about readiness.” (Use every time)
- ◆ “It’s part of the soldier’s routine.” (Key phrase: environmental integration)
- ◆ “It’s smart business.”
- ◆ “We live here, too”
- ◆ “It’s the law.” (Use with caution)

Key Opportunities to Tell the Environmental Story

- ◆ Earth Day, April 22
- ◆ Secretary of the Army Environmental Awards, every April
- ◆ International Migratory Bird Day, May 8
- ◆ National Public Lands Day, Sept. 25
- ◆ America Recycles Day, Nov. 15

More Opportunities to Tell the Environmental Story

- ◆ Technical developments
- ◆ Significant cleanup actions
- ◆ Awards from outside organizations
- ◆ Partnerships
- ◆ Volunteer programs
- ◆ Endangered species de-listings
- ◆ Cost savings

Outlets to Help You Tell the Environmental Story

- ◆ Environmental Update
- ◆ Soldiers Radio and Television
- ◆ “Environmental Front” in SOLDIERS Magazine
- ◆ USAEC’S Environmental Media Contacts
- ◆ Local & regional environmental publications
- ◆ Environmental correspondents w/in mainstream media

Your Environmental “Tool Kit”

- ◆ USAEC Web Site: <http://aec.army.mil>
- ◆ Commander's Guide to Environmental Management
- ◆ Commander's Guide to Public Involvement (Coming Soon!)
- ◆ Environmental Update subscription
- ◆ Risk Communication Training